A9095-2

REPORT OF September 1985

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1985	693.1	+ 126.6	+ 22.3			
1984	566.5	+ 193.9	+ 52.0			
1983	372.6					
CUMULATIVE						
1985	3583.7	+ 521.6	+ 17.0			
1984	3062.1	+ 1071.8	+ 53.9			
1983	1990.3					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1985	194.9	− .5	− 0.0			
1984	195.4	− 17.7	− 8.3			
1983	213.1					
CUMULATIVE						
1985	5108.1	+ 272.7	+ 5.6			
1984	4835.4	+ 2186.0	+ 82.5			
1983	2649.4					

NOTE + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH September 1985

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1				398.2
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	340.2
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	221.1
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7				
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
ORDERS RECEIVED*													
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9				567.6
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	537.3
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	294.4
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1				
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.2	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
CANCELLATIONS													
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1				60.6
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	36.2
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	9.9
ORDERS ON HAND (End of Month)													
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6				1901.8
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1756.1
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	661.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 SEPT. 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
Tyco

NOT PARTICIPATING: H-G Toys
Pines of America
TSR, Inc.

Note: Wham-O is no longer participating

Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

REPORT OF October 1985

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 49)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1985	465.8	- 114.8	- 19.7			
1984	580.6					
1983	385.0	+ 195.6	+ 50.8			
CUMULATIVE						
1985	4049.5	+ 406.8	+ 11.2			
1984	3642.7	+ 1267.4	+ 53.4			
1983	2375.3					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1985	92.2	+ 9.1	+ 10.9			
1984	83.1	- 104.7	- 55.8			
1983	187.8					
CUMULATIVE						
1985	5200.3	+ 281.8	+ 5.7			
1984	4918.5	+ 2081.3	+ 73.4			
1983	2837.2					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH October 1985

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8			404.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	364.3
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	237.5
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5			
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
ORDERS RECEIVED*													
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2			520.0
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	491.9
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	283.7
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3			
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.2	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
CANCELLATIONS													
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0			66.5
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	37.2
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	10.7
ORDERS ON HAND (End of Month)													
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0			1778.0
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1675.6
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	636.1

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 49 OCT. 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
TSR, Inc.
Tyco

Note: Wham-O is no longer participating

Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

A9055-2

REPORT OF November 1985

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1985	367.8	- 97.8	- 21.0			
1984	465.6	+ 132.3	+ 39.7			
1983	333.3					
CUMULATIVE						
1985	4417.3	+ 309.0	+ 7.5			
1984	4108.3	+1399.7	+ 51.7			
1983	2708.6					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1985	96.4	- 8.3	- 7.9			
1984	104.7	- 36.7	- 26.0			
1983	141.4					
CUMULATIVE						
1985	5296.7	+ 273.5	+ 5.4			
1984	5023.2	+2044.6	+ 68.6			
1983	2978.6					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH November 1985

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8		401.6
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	373.5
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	246.2
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3		
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
ORDERS RECEIVED*													
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4		481.5
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	456.7
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	270.8
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7		
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.2	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
CANCELLATIONS													
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7		73.6
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	42.1
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	12.0
ORDERS ON HAND (End of Month)													
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8		1640.2
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1568.6
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	602.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 NOV. 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
Tyco
Playmate Toys

Note: Nu-Cushion and Wham-O are no longer participating

Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

2/10/86 A9095-2

January 30, 1986

Dear Participant:

For your additional information, December 1984 vs. December 1985.

From the TRSTS report, on a six chains comparison, the sample indicated that dollar retail sales for December are up 21% and inventory dollars are down 10%.

Sincerely,

A. C. Weber
Financial Director

ACW/ik

200 FIFTH AVENUE / NEW YORK, N.Y. 10010 / PHONE (212) 675-1141

REPORT OF December 1985

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1985	195.0	- 78.7	- 28.8			
1984	273.7	+ 64.8	+ 31.0			
1983	208.9					
CUMULATIVE						
1985	4612.3	+ 230.3	+ 5.3			
1984	4382.0	+ 1464.5	+ 50.2			
1983	2917.5					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1985	348.5	+ 292.6	+ 523.4			
1984	55.9	- 22.9	- 29.1			
1983	78.8					
CUMULATIVE						
1985	5645.2	+ 566.1	+ 11.2			
1984	5079.1	+ 1984.6	+ 64.1			
1983	3094.5					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH December 1985

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	384.4
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	365.2
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	243.2
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
ORDERS RECEIVED*													
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	470.4
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	423.3
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	257.9
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.2	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
CANCELLATIONS													
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	69.7
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	45.1
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	12.5
ORDERS ON HAND (End of Month)													
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1535.1
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1454.4
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	564.2

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 45 DEC. 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
Tyco

NOT PARTICIPATING: Colorforms
Placo
Playmate Toys
TSR, Inc.

Note: Nu-Cushion and Wham-O are no longer submitting figures

Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

A9095-2

REPORT OF January 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	158.1	− 61.3	− 27.9			
1985	219.4	+ 76.5	+ 53.5			
1984	142.9					
CUMULATIVE						
1986	158.1	− 61.3	− 27.9			
1985	219.4	+ 76.5	+ 53.5			
1984	142.9					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	827.8	− 445.7	− 35.0			
1985	1273.5	+ 499.9	+ 64.6			
1984	773.6					
CUMULATIVE						
1986	827.8	− 445.7	− 35.0			
1985	1273.5	+ 499.9	+ 64.6			
1984	773.6					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH January 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1												158.1
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	219.4
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	142.9
1986 CUMULATIVE YTD	158.1												
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8												827.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	1273.5
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	773.6
1986 CUMULATIVE YTD	827.8												
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8												17.8
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	18.9
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	7.0
ORDERS ON HAND (End of Month)													
1986	1026.5												1026.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1222.5
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	719.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 45 JANUARY 1986

Bachmann Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Lego
Little Tikes
Lionel (Fundimensions)
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Ohio Art
Park Plastics
Parker Brothers
Placo
Playmate Toys
Power Wheels (Pines of America)
Pressman Toy
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
Tyco

NOT PARTICIPATING: Revell
TSR, Inc.

Note: Nu-Cushion, Wham-O, CBS Toys and Leisure Dynamics are no longer submitting figures

A9045-2

REPORT OF February 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 42)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	293.3	- 19.2	- 6.1			
1985	312.5	+ 47.0	+ 17.7			
1984	265.5					
CUMULATIVE						
1986	451.4	- 80.5	- 15.1			
1985	531.9	+ 123.5	+ 30.2			
1984	408.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	674.6	- 174.5	- 20.5			
1985	849.1	+ 146.8	+ 20.9			
1984	702.3					
CUMULATIVE						
1986	1502.4	- 620.2	- 29.2			
1985	2122.6	+ 646.7	+ 43.8			
1984	1475.9					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH March 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3											225.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	265.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	204.2
1986 CUMULATIVE YTD	158.1	451.4											
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6											751.2
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	1061.3
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	737.9
1986 CUMULATIVE YTD	827.8	1502.4											
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8											28.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	22.7
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	6.6
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8											1223.9
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1479.7
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	937.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 42 FEB. 1986

Bachmann Industries
Bandai American
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Fisher Price
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Lego
Little Tikes
Lionel (Fundimensions)
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Ohio Art
Park Plastics
Parker Brothers
Playmate Toys
Power Wheels (Pines of America)
Pressman Toy
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
Tyco

NOT PARTICIPATING: Revell
Ertl
Placo
Barr

Note: Nu-Cushion, Wham-O, CBS Toys, Leisure Dynamics and TSR, Inc. are no longer submitting figures

A9095-2

REPORT OF March 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	391.1	- 27.7	- 6.6			
1985	418.8	+ 126.0	+ 43.0			
1984	292.8					
CUMULATIVE						
1986	842.5	- 108.2	- 11.4			
1985	950.7	+ 249.5	+ 35.6			
1984	701.2					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	958.3	+ 96.0	+ 11.1			
1985	862.3	+ 193.9	+ 29.0			
1984	668.4					
CUMULATIVE						
1986	2460.7	- 524.2	- 17.6			
1985	2984.9	+ 840.6	+ 39.2			
1984	2144.3					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH March 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1										280.8
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	316.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	233.7
1986 CUMULATIVE YTD	158.1	451.4	842.5										
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3										820.2
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	994.9
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	714.8
1986 CUMULATIVE YTD	827.8	1502.4	2460.7										
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4										26.0
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	28.9
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	11.5
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1										1436.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1700.5
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1128.8

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 MARCH 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Lego
Lionel (Fundimensions)
Little Tikes
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.

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REPORT OF April 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	308.2	- 3.2	- 1.0			
1985	311.4	+ 18.8	+ 6.4			
1984	292.6					
CUMULATIVE						
1986	1150.7	- 111.4	- 8.8			
1985	1262.1	+ 268.3	+ 27.0			
1984	993.8					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	543.2	- 128.2	- 19.1			
1985	671.4	- 328.7	- 32.9			
1984	1000.1					
CUMULATIVE						
1986	3003.9	- 652.4	- 17.8			
1985	3656.3	+ 511.9	+ 16.3			
1984	3144.4					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH April 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2									287.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	315.5
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	248.5
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7									
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2									751.0
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	914.1
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	786.1
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9									
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2									24.8
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	31.4
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	13.3
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9									1610.3
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1891.8
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1396.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 APRIL 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Lego
Lionel (Fundimensions)
Little Tikes
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.

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REPORT OF May 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	307.8	- 71.0	- 18.7			
1985	378.8	+ 69.7	+ 22.5			
1984	309.1					
CUMULATIVE						
1986	1458.5	- 182.4	- 11.1			
1985	1640.9	+ 338.0	+ 25.9			
1984	1302.9					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	399.1	+ 53.4	+ 15.4			
1985	345.7	- 100.1	- 22.5			
1984	445.8					
CUMULATIVE						
1986	3403.0	- 599.0	- 15.0			
1985	4002.0	+ 411.8	+ 11.5			
1984	3590.2					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE
- SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker & Greenberg, N.Y., N.Y.

(Number of companies reporting this month 45)

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH May 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8								291.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	328.2
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	260.6
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5								
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1								680.6
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	800.4
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	718.0
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0								
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	~~3144.4~~ 3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1		
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0								31.8
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	52.7
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	20.3
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1								1720.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1971.9
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1574.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 45 MAY 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Lego
Lionel (Fundimensions)
Little Tikes
Mattel
Mighty Star
Monogram
M & S Shilman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toy
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures

Not Participating: Revell, Inc.

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REPORT OF June 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	486.5	+ 44.0	+ 9.9			
1985	442.5	+ 49.9	+ 12.7			
1984	392.6					
CUMULATIVE						
1986	1945.0	− 139.4	− 6.6			
1985	2083.4	+ 387.9	+ 22.9			
1984	1695.5					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	391.3	− 1,8	− 0.5			
1985	393.1	− 20.5	− 5.0			
1984	413.6					
CUMULATIVE						
1986	3794.3	− 1140.8	− 23.1			
1985	4935.1	+ 391.3	+ 9.8			
1984	4003.8					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH June 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5							324.2
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	347.2
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	282.6
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0							
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3							632.4
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	732.5
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	667.3
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3							
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9							39.4
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	51.5
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	25.3
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8							1768.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	2009.8
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1686.6

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 45 JUNE 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Hasbro
Hedstrom
H-G Toys
Kenner
Lego
Lionel (Fundimensions)
Little Tikes
Matchbox (U.S.A.)
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toys
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.

Not Participating: Revell, Inc., Goldberger Doll

A 9095-2

REPORT OF July 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	236.2	- 67.1	- 22.1			
1985	303.3	- 46.3	- 13.2			
1984	349.6					
CUMULATIVE						
1986	2181.2	- 205.5	- 8.6			
1985	2386.7	+ 341.6	+ 16.7			
1984	2045.1					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	145.4	- 156.2	- 51.8			
1985	301.6	- 46.6	- 13.4			
1984	348.2					
CUMULATIVE						
1986	3939.7	- 757.0	- 16.1			
1985	4696.7	+ 344.7	+ 7.9			
1984	4352.0					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH July 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2						311.6
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	340.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	292.2
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2						
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4						562.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	670.9
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	621.7
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7						
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9						41.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	51.8
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	26.1
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1						1782.3
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	2029.0
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1763.2

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 45 JULY 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Empire of Carolina
Ertl
Fisher Price
Hasbro
Hedstrom
H-G Toys
Kenner
Lego
Lionel
Little Tikes
Matchbox (U.S.A.)
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toys
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.

Not Participating: Revell, Inc., Goldberger Doll

REPORT OF August 1986

A 9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	456.4	- 47.5	- 9.4			
1985	503.9	+ 53.4	+ 11.9			
1984	450.5					
CUMULATIVE						
1986	2637.6	- 253.0	- 8.8			
1985	2890.6	+ 395.0	+ 15.8			
1984	2495.6					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	275.5	+ 59.0	+ 27.3			
1985	216.5	- 71.5	- 24.8			
1984	288.0					
CUMULATIVE						
1986	4215.2	- 698.0	- 14.2			
1985	4913.2	+ 273.2	+ 5.9			
1984	4640.0					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH August 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4					329.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	361.3
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	312.0
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6					
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5					526.9
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	614.2
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	580.0
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2					
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2					47.9
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	55.3
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	33.7
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9					1757.3
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1996.2
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1788.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 44 AUGUST 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Empire of Carolina
Ertl
Fisher Price
Hasbro
Hedstrom
Kenner
Lego
Lionel
Little Tikes
Matchbox (U.S.A.)
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toys
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.

Not Participating: Revell, Inc., Goldberger Doll, H-G Toys